

Grand Organ at 9 and 5.15
Moment of Meditation and Chimes
at Noon.

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 1:30

WANAMAKER'S

WEATHER
Fair

Fine New and Special Merchandise With Prices Kept Within Bounds

To the Good Little Girls and Boys Who Helped Mother

do housework when there was sickness at home—

Kris Kringle
Has Been Told About You

and the way the Old Fellow's eyes sparkled when he heard how patient and quiet you were when you stopped in the house so long, he surely has some nice things stowed away for you, to reward you.

We dare not tell all the secrets of Santa Claus, but we just have to tell this one. Old Kris has snapped his fingers and his eyes and said, if ever it be so that there are not enough toys and playthings this year to go around, the preference must be given to the homes where little children had to be kept in the house in October.

Dear, kind, old Kris, so we are to have a big Christmas this year, after all.

[Signed] *John Wanamaker*

Nov. 4, 1918.

Young Women's Fine Suits Special at \$39.75

If a girl wants a plain or fancy tailored suit, and wants to get it under the regular price, this is her opportunity.

There is a wide range of styles in this group, suitable for sports, street or dress wear, from the mannish models to the pleated and gathered effects. All have the new muffer collar, belt and pockets.

Materials are beautiful velour and duvet de laine and silver-tone. Colors are Havana brown, burgundy, green, reindeer, taupe, Pekin blue and other shades.

All the suits are well made and prettily lined and at \$39.75 each represents a substantial saving.

Sizes 14 to 20 years.
(Second Floor, Chestnut)

For the Women Who Like to Be Their Own Milliners—

and trim their own hats, we have a wonderfully wide assortment of the new Winter shapes and styles.

There are hats of fine velvets (and we are most particular about the quality of the velvet) and hats of the popular hatter's plush and of fine beaver.

They are in all the new and smart shapes of the Winter, in black as well as those fashionable colors women want, and the prices range all the way from \$3.50 to \$12.

And there are fine feathers and flowers and other trimming here, too.

(Second Floor, Chestnut)

"I Want a Soft, Warm Negligee," Women Are Saying to Us

And when they come up to the cozy little Salon on the Third Floor, in the French Room, we show them some of the pretty new wrappers and sacques and robes planned for feminine comfort this Winter.

There are lovely padded satins in delicate colors—these in delightful styles.

And from Japan there are the much-liked quilted sacques and vests and robes—these in dark colors, usually, and plain or embroidered, as you like.

And there are silk corduroys in charming colors, as well as albatross and other soft wools in pretty colors and as pretty styles.

(Third Floor, Chestnut)

NEW SASH CURTAINS UNUSUALLY PRICED \$8.50 TO \$15 PAIR

Thanks to the option we had on these curtains months ago, they come to us at prices way below those we'd have to pay today.

They are Point de Gene and Point de Paris sash curtains, made on fine Brussels net—the very curtains that so many people want right now.

Nine Fine Fashions in Women's \$10 Shoes

All high-cut lace shoes and all bought months ago, so that we can sell them for less than similar grades regularly bring. Dull black calfskin with gray castor tops and military heels. Mahogany calfskin with tan castor tops and military heels. All brown glazed kidskin with Cuban heels. Patent leather with chamois color castor tops and Louis heels, or gray buckskin tops and walking heels. Brown glazed kidskin with champagne castor tops and Cuban heels. Brown calfskin with gray buckskin tops and Cuban heels. Black or tan calfskin with gray or tan cloth tops and Cuban heels.

Price \$10 a pair.
(First Floor, Market)

New White Coats for Children

A lovely lined broadcloth is plainly made, with only a little fur-trimmed collar for adornment. Price \$18.50. A lined chinilla is plainly tailored and makes a very smart, warm little coat. Price \$10.50.



200 Fine New Winter Suits for Women—Every Suit Unusual, at \$35

As they are brand new, in the good Winter styles and of the very fabrics women want, any woman who knows values will see at once that these suits are unusual indeed for \$35.

They are of such fashionable materials as chiffon broadcloth, wool velours, oxfords, gabardines, burellas and chevots. And the colors are just as fashionable as the materials—navy blue, black, oxford, tete de negre, mahogany, green and wistaria.

Quite a few are fur trimmed—with seal collars, cuffs and pockets. Others are plain for women who wish to wear their own furs. And all are richly lined with peau de cygne and interlined with soft flannels, for additional warmth.

Their tailor is exceptionally good, the styles are suitable for women of many types, and the suits themselves are simple enough for country or business wear or fine enough for better wear.

And there are all sizes.

(First Floor, Central)

CREPE DE CHINE BLOUSES IN DARK COLORS

In navy blue or brown, they are such blouses as women will like to wear with their new Winter suits. The styles are in simple, good taste, and the blouses are daintily made.

Some have scalloped collars, others are finished with satin collars and fagotted vests, another style has tiny frills down the front, and the last waist has a bisque-colored collar with hand-embroidered dots.

\$6.50, \$6.75 and \$7.50.
(Third Floor, Central)

ALL THE KIND OF BLOOMERS WOMEN WANT

Soft, dainty nainsooks are \$1 to \$1.75.

Sateen bloomers, in white or flesh color, \$1.65 to \$2. Black sateen bloomers are \$1.65.

Cambric bloomers, \$1.25 to \$1.65.

Silk bloomers, in white or flesh color, \$2.50 to \$4.50.

And there are ever so many styles.

(Third Floor, Central)

Time to Put 'Em On

We have 'em, for the whole family, in greater assortment and generally lower prices than elsewhere.

People are going to wear heavier underwear this winter than they ever did before. In obedience to the Fuel Administration's request, homes and other buildings will not be kept so warm this year as they have been.

The demand for warm underclothing—especially the scarcer woolen or part-woolen kinds—is already marked, and the supply is limited. Better not delay.

(Men's Underwear, Main Floor, Market)
(Women's and Children's Underwear, First Floor, Market)

SPECIALLY PRICED HONFLEUR TOILET PREPARATIONS

Extract in violet, rose and l'Empire, 35c and 60c.

Toilet water in violet and l'Empire, 45c and 85c.

Talcum powder in violet, rose and l'Empire, 10c.

Face powder in violet, rose and l'Empire, 25c.

Cleansing cream, 35c.

Youth and Beauty cream, 35c.

Hair tonic, \$1.

Bay rum, 50c and 75c.

Other preparations that are specially priced:

Witch hazel, 35c and 65c.

Violet ammonia, 20c and 35c.

Vegetalin lilac and wistaria, 65c.

Liquid soap, 50c.

Hair tonic, 50c.

Cold cream, 15c.

Tooth powder, 10c.

(Main Floor, West Aisle)

NEW PICOT EDGED RIBBONS

These are the lovely, heavy gros-grained ribbons that may be used so successfully as trimmings for one's dress or hat.

They come in six widths from three-quarters to two-and-a-half inches wide, in delightful shades of blue, pink, yellow, green and purple. They are priced

Victory Sale No. 32 8000 Balls of Minerva Vicune Wool at 45c a Ball

This is the beautiful, soft, all wool, best quality yarn in balls weighing 1.625 ounces that regularly sell for 20c higher than this special price.

This wool, for its softness and excellence, is ideal for sweaters, scarfs, tam-o'-shanters, golf stockings and socks.

Twenty-eight colors in the lot and the newest shades.

Five to six balls for a sleeveless sweater, ten to twelve balls for a sweater with sleeves, five to six balls for a scarf.

(West Aisle)

Men's Hats and Caps of "Oatmeal" Cloth

Irish tweed in a very distinctive weave, made up by Lincoln - Bennett - London, into some extremely smart and serviceable hats and caps for motoring, golfing or ordinary wear.

Each cap has fifty concentric rows of stitching, which means extra durability.

Caps, \$4.
Hats, \$5.
(Main Floor, Market)

The Holland Bulbs Have Arrived

They should have been here in September, and for that reason are specially priced. Plant now and enjoy early Spring blossoms.

Tulips: 20c a dozen, \$1.75 a hundred, \$15 a thousand.

Double Daffodils: 30c a dozen, \$1.75 a hundred, \$15 a thousand.

Single Daffodils: 25c a dozen, \$1.50 a hundred, \$12 a thousand.

Hyacinths: 10c each, \$1 a dozen, \$6.50 a hundred.

Crocuses: 15c a dozen, \$1 a hundred, 88 a thousand.

(Fourth Floor, Market)

Wanamaker Down Quilts at \$10 and \$12 Have the Advantage Over All Others

The advantage of high-grade quality and low prices. No quilts sold for the same prices are filled with the same good quality of pure down.

This is not a matter of assertion or mere opinion, but something proven by actual comparison.

It is also a fact that the down used in the Wanamaker quilts at \$10 and \$12 is of the same quality as the down used in our highest-priced quilts. This is true of

no other down quilts on the market.

The blanket and quilt buyer of a store in another city, visiting us the other day, asked us how it was that our down quilts, especially those at low prices, were so much finer than any other.

We gave him the one true answer to that question by telling him that the reason was because we make our own down quilts and we put the best down obtainable into them. In fact, we had to start doing this long ago, be-

(Sixth Floor, Central)

cause we were so dissatisfied with the quilts we had to buy.

Our \$10 and \$12 down quilts are covered in the best domestic sateen. The \$10 kind are figured on both sides and the \$12 ones have a plain inserted border.

These are not \$10 and \$12 quilts in the ordinary sense at all, but something far better. Full choice of shades, patterns and combinations.

At \$20—down quilts of rare excellence in a full choice of plain colors.

A FINE fire in the range without coal, without wood, without gas, from a new invention that works wonders. It is

Liberty Aeroil Burner

This is a method of burning kerosene without danger, without dust, without dirt, without ashes.

The device makes a steady, blue flame of intense heat. It is non-explosive, safe and sure.

Keeping the range up to high peak of efficiency costs only 1 1/2c per hour.

You can see how it works now in our Housefurnishing Store where the new, clean, coalless cookery is being done in a wonderful way.

The device can be attached to any range in a few minutes.

It can also be used for heating stoves, for furnaces and boilers. Price, complete, \$15.

(Fourth Floor, Market)

Gift Problems Solved in the Book Store

The following are just a few of the new books which pour into the Book Store day by day in an endless stream:

"The Eyes of Asia," by Rudyard Kipling. A series of letters written by an East Indian trooper serving in France. For those who longed for a new Kipling book they will find that the author has not lost his mastery. \$1.

"Tales From a Dugout," by Arthur Guy Empey. A group of battlefront sketches and short stories by the author of "Over the Top." \$1.50.

"America in the War," by Louis Raemaekers. 103 cartoons by the Belgian who has pictured Hun atrocities so vividly that Germany has "a price on his head." Also 103 pages of text by eminent Americans. \$5.

"Happy Jack," by Thornton W. Burgess. Illustrated in colors by Harrison Cady. A delightful story for children of a joyous little squirrel. \$1.25.

"The Red One," by Jack London. About the last thing that the author wrote; four short stories that show him at his best. \$1.40.

"The Spinners," by Eden Philipotts. This is a powerful, human story with one of the big industries as its background. \$1.60.

Save \$20 to \$40 on a 9x12 Ft. Wilton Rug

High grade and standard Wilton rugs at special prices that we do not expect to be able to duplicate soon when they are gone.

High-Grade Wiltons

9 x 12 ft., \$86
8 1/2 x 10 1/2 ft., \$83.50
6 x 9 ft., \$55

11 1/2 x 15 ft., \$190
9 x 15 ft., \$155
36 x 63 in., \$13.50

Standard Wool Wiltons

9 x 12 ft., \$69
8 1/2 x 10 1/2 ft., \$67.50
6 x 9 ft., \$34.50

11 1/2 x 15 ft., \$154.50
9 x 15 ft., \$95
36 x 63 in., \$9.50

Body Brussels Rugs

11 1/2 x 15 ft., \$85

Axminster Rugs

6 x 9 ft., \$19
8 1/2 x 10 1/2 ft., \$26 and \$34.50

36 x 63 in., \$5.50
(Seventh Floor, Chestnut)

A Splendid Choice of Wicker Furniture Reduced 30 Per Cent in the Great \$200,000 Sale

Wicker furniture is a most interesting feature of this unprecedented sale.

Scores and scores of pieces of wicker in various finishes as well as in the natural state are offered at reductions of 30 per cent approximately from the regular prices.

There is always room for a new piece of wicker furniture in the home, especially at such a saving, and a very good home gift a piece of it always makes.



Wicker spells the furniture ideal of a great many people who like nice things. Its very flexibility gives it a subtle charm, and the possibilities of pretty color effects which inhere in it are always tempting to anybody with an active feeling for decoration.

Think of the many different colors in which it can be had, and of the upholstery colors and patterns to make a happy contrast or an agreeable harmony with their surroundings.

\$24 for a 48-inch settee in brown, spring-upholstered seat, wicker seat and back.
\$48 for a 7-foot settee, natural, upholstered seat and back.
\$55 for a 66-inch settee, green, spring seat, loose cushions.
\$28 for a 45-inch settee, natural, upholstered seat and back.
\$19 for a 7-foot settee, green, no cushions.
\$32 for a 6-foot settee, brown, upholstered seat and back.
\$39 for a 7-foot settee, brown, with cane seat.
\$18 for a 42-inch settee, silver gray, no cushions.
\$15 for a 42-inch settee, brown, no cushions.
\$37 for a 6-foot settee, brown, upholstered seat and back.
\$25 for a 42-inch settee, brown, reed seat and back.
\$30 for a 44-inch settee, white enamel, upholstered seat and back.
\$11.50 for a green arm rocker, wicker seat and back.
\$7.50 for a brown side chair, wicker seat and back.
\$21 for a green arm chair, upholstered seat and back.
\$15 for a brown high back rocker, upholstered seat and back.

\$17 for a brown arm chair, upholstered seat and back.
\$13.50 for a high back wing arm chair.
\$18 for a brown arm chair, upholstered seat and back.
\$12.50 for a brown arm chair, upholstered seat and back.
\$14.50 for a natural arm rocker, reed seat and back.
\$10 for a natural arm rocker, reed seat and back.
\$15 for a canary and blue rocker, upholstered seat and back.
\$11.50 for a canary and blue rocker, cushion seat.
\$20 for an ivory and gray winged arm chair, upholstered seat and back.
\$15 for a brown high back rocker, upholstered seat and back.
\$16 for a natural high back arm chair, reed seat and back.
\$10 for a natural arm chair, reed seat and back.
\$14.50 for a brown arm rocker, upholstered seat and back.
Jardiniers jackets in brown, natural and green, various shapes, \$1.50 each.